



Strategic Ends

Taking CCC to 2026

3. Canadians value cross-country skiing and demonstrate best-in-class performance in all aspects of the sport. Results will be achieved at a level that reflects and justifies the resources invested.

Excellence

- 3.1. Canadian cross-country skiing athletes, coaches and technicians achieve excellent results while exemplifying a high standard of ethical behaviour and sportsmanship when participating in local, regional, national, and international competitions and events.

Olympic Stream

- 3.1.1. Canada is one of the top six nations in cross country skiing according to the FIS Nations' Cup overall, Women's and Men's World Cup ranking by 2026.
- 3.1.2. Cross country skiing achieves two medals for Canada at the 2026 Olympic Winter Games.
- 3.1.3. By 2026 Canada has a Next Gen Program that is:
 - 3.1.3.1. a mirror image of the sport's best efforts at the senior NST WC level of programming
 - 3.1.3.2. consistently performing among the top 6 nations at the U23/WJC
 - 3.1.3.3. a sustainable feeder system to the NST WC team.

Paralympic Stream

- 3.1.4. By 2026 Canada is one of the top three nations overall, in cross country skiing and in biathlon as reported by the IPC.
- 3.1.5. Canada achieves 10 individual medals and two relay medals at the 2026 Paralympic Winter Games.
- 3.1.6. By 2026 Canada has a NextGen program that provides a steady stream of two Paralympic medal potential athletes per year.
- 3.1.7. Canadian athletes and coaches are recognized for their sportsmanship and ethical behaviour before, during and after competition.

Community Alignment and Development

- 3.2. The cross-country skiing community collectively creates an environment that inspires athletes of all ages, and the whole skiing community. Members of Canada's cross-country skiing community (including CCC, Divisions, clubs, training centers, and funding partners) actively cooperate to achieve progress on athlete performance, education, health and fitness objectives.
 - 3.2.1. Those learning to ski and/or continuing their development, of all ages and capabilities, are able to access the resources they need to develop and progress across Canada.
 - 3.2.1.1. Athletes are able to access quality coaching.
 - 3.2.2. The retention of athletes from Juvenile through U23, as measured by race license holders, improves to 30% by 2026.
 - 3.2.2.1. Athletes have the ability to compete as an elite skier while continuing their post-secondary education.
 - 3.2.2.2. Athletes have a variety of options available that facilitate their development as high performance skiers.
 - 3.2.3. Coaches, technicians and officials have the ability to access training and develop their skills and trade at all levels across Canada.
 - 3.2.3.1. Coach, technician and officials numbers for both genders increase at all levels by 25% across the country by 2026.
 - 3.2.4. Clubs continue to thrive, realize the benefits/value of associating with CCC, and feel connected to the overall goals of the skiing community.
 - 3.2.5. Clubs, Regions and Divisions, in collaboration with CCC, help to increase the depth and variety of both domestic competitions and overall program innovation.
 - 3.2.5.1. Athletes are able to easily access their appropriate level and variety of competition, within Canada, North America and abroad.

Participation and Communication

- 3.3. Canadians increasingly recognize cross-country skiing as the ideal outdoor winter sport to improve both fitness and health, and to have fun.
 - 3.3.1. Membership in CCC doubles by 2026.
 - 3.3.2. Canadians can find where to ski and have the ability to ski close to home no matter where they live – urban, rural, reserve.
 - 3.3.3. Cross-country skiing is promoted to all Canadians.

International Profile

3.4. The international ski community increasingly recognizes Canada as a leader in Nordic sports and as a Nordic destination.

3.4.1. The FIS and WPNS World Cups come to a variety of locations across Canada/North America every two to four years.

3.4.2. International cross-country skiers come to Canada for training and events, including loppets, juniors, masters and rollerski competitions with a resulting increase in club and cross-country ski resort visits, and event participation by visitors to Canada.

3.4.3. Cross Country Ski de fond Canada is seen as a leader for how the ski community collaborates in Canada, with the USA's cross-country ski community and with other ski communities around the world.

Financial Sustainability

3.5. Cross Country Ski de fond Canada establishes multiple funding sources to ensure the on-going sustainability of the organization and growth of the sport.

3.5.1. By 2026 CCC increases its overall funding by 50%.

3.5.2. By 2026 CCC increases its funding from non-governmental sources by at least 50%.